

Press release, August 15, 2014

## Eniro does not complete the acquisition of Idium in Norway

According to earlier communication Eniro Norway AS has signed a share purchase agreement to acquire Idium AS. Closing of the transaction was subject to Eniro AB Board approval. Since the Board of Eniro AB view is that the criteria of the acquisition have not been fulfilled, a decision has been made not to approve the closing of the transaction.

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**For further information, please contact:**

Cecilia Lannebo, Tel: +46 722 208 277

This information is such that Eniro AB (publ) is required to disclose in accordance with the Swedish Financial Instruments Trading Act and/or the Swedish Securities Market Act. The information was submitted for publication at 12:15 CET on August 15, 2014.

*Eniro is a search company that aggregates, filters and organizes local information. Our growth is driven by users' increasing mobility and multiscreen behavior, where we are at the forefront with modern technical solutions. For more than 100 years Eniro has helped people find local information and companies find customers. Today it is a multiscreen solution – our users search for information using their smart phones, tablets and desktops. Mobile advertising is today the fastest growing part of Eniro's business. Eniro is the local search engine. A smart shortcut to what you need, no matter where you are or where you are going.*

*Eniro is one of the largest search companies in the Nordic region. The company has approximately 2,800 employees and has been listed on NASDAQ OMX Stockholm since 2000. During 2013, Eniro's revenues amounted to SEK 3,660 M and EBITDA was SEK 849 M. More than 80 percent of Eniro's advertising revenues come from multiscreen channels. The company's headquarters are located in Stockholm, Sweden. More on Eniro at [www.enirogroup.com](http://www.enirogroup.com).*

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